

Message Text

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PAGE 01 WARSAW 05341 240851Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----037669 241728Z /43

R 231504Z JUN 78
FM AMEMBASSY WARSAW
TO USDOC WASHDC
INFO AMEMBASSY BERLIN
AMEMBASSY BUCHAREST
AMEMBASSY BUDAPEST
AMEMBASSY MOSCOW
AMEMBASSY PRAGUE
AMEMBASSY SOFIA
AMEMBASSY VIENNA
AMCONSUL KRAKOW POUCH
AMCONSUL POZNAN POUCH
SECSTATE WASHDC 5812

UNCLAS WARSAW 5341

COMMERCE FOR BEWT/TPD AND BEWT/TDAD

EO 11652: NA
TAGS: BEXP PL
SUBJECT: TRADE PROMOTION EVENTS FOR FY-80

REF: USDOC 09030 (NOTAL)

1. WE ARE PLEASED TO HAVE THE OPPORTUNITY TO COMMENT
AT THIS EARLY DATE ON THE TRADE PROMOTION PROPOSALS FOR
FY-1980. WE BELIEVE THE EVENTS PROPOSED IN REFTL
PRVIDE A GOOD BASE FROM WHICH TO BEGIN PLANNI
A. OUR
KRMMENTS ON THESE PROPOSALS FOLLOW.

2. REGARDING THE PROPOSAL TO EXHIBIT IN SALMED
IN APRIL 1980 (PARA 2D), WE DO NOT RECOMMEND THIS PARTI-
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CIPATION. FIRST, WE ARE VERY SKEPTICAL OF THE RESULTS
WHICH CAN BE OBTAINED FROM SPENDING TIME AND MONEY AT
THE SPRING AND FALL POZNAN SPECIALIZED FAIRS. THESE
FAIRS ARE NOT THAT WELL-ATTENDED, NOR HAS IT BEEN DEMON-
STRATED THAT USEFUL AND SUBSTANTIAL BUSINESS
CONTACTS ARE MADE AT SALMED. SECOND, THE RESULTS OF THIS SPRING'S
SALMED, INCLUDING COMMENTS FROM PRIVATE EXHIBITORS, WERE

NOT ENCOURAGING (AN AIRGRAM NOW BEING WRITTEN, WILL CITE THEN).
THIRD, AS WE HAVE CONTINUED TO REPORT, THERE ARE NO PROSPECTS
FOR SUBSTANTIAL SALES OF WESTERN-AMDE MEDICAL EQUIPMENT
IN POLAND FOR THE FORESEEABLE FUTURE. THEREFORE, ALTHOUGH
IT IS NOT CLEAR WHAT TYPE OF EXHIBIT USDOC PLANS FOR
SALMED-80, WE DO NOT WISH TO PARTICIPATE IN THIS EVENT.
NEVERTHELESS, AS ALWAYS, WE WILL BE GLAD TO ASSIST ANY
INDIVIDUAL AMERICAN FIRMS WHICH WISH TO PARTICIPATE.

3. REGARDING THE PROPOSAL TO EXHIBIT IN THE POZNAN
INTERNATIONAL FAIR IN JUNE 1980 WE, OF COURSE, CAN CONFIRM
THIS AS AN APPROPRIATE EVENT. IT IS ALREADY ON OUR
CALENDAR FOR FY-80.

4. REGARDING THE PROPOSALS FOR TSS'S IN FY-80.
WE RANK THOSE IN PARA 3 IN THE FOLLOWING FOUR CATEGORIES;
A. SALES PROSPECTS EXCELLENT - MINI-COMPUTER
APPLICATIONS, OFFSHORE OIL AND GAS, GEOPHYSICAL EX-
PLORATION EQUIPMENT (PETROBALTIC REPRESENTATIVE AT
POZNAN FAIR CONFIRMED THIS AS A GOOD TOPIC AND ONE
FOR WHICH THE POLES ARE LOOKING FOR HELP FROM THE WEST),
AUTOMATED AGRO-BUSINESS EQUIPMENT (SEE ALSO PARA
5), NEW CONSTRUCTION TECHNIQUES, AND CONSTRUCTION
MATERIALS PRODUCTION EQUIPMENT. (THE LAST TWO COULD
BE COMBINED INTO ONE TSS AND SHOULD EMPHASIZE APART-
MENTS);
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B. SALES PROSPECTS ABOVE AVERAGE - METHODS OF
ENERGY CONVERSION, CONTAINERS AND
PACKAGING, MINING EQUIPMENT, MATERIALS TESTING EQUIP-
MENT, METALLURGICAL PRO-
CESSING EQUIPMENT, AND CHEMICAL ANALYTICAL EQUIPMENT;
C. SALES PROSPECTS AVERAGE - AIRPORT SYSTEMS,
PROCESS CONTROL EQUIPMENT, MACHINE TOOLS, AND INDUS-
TRIAL SAFETY EQUIPMENT; AND
D. SALES PROSPECTS POOR - TEXTILE MACHINES,
MEDICAL EQUIPMENT (ALSO SEE PARA 2 ABOVE), AND
BUILDING FIRE SAFETY EQUIPMENT.

5. USDOC SHOULD KEEP IN MIND WHEN FORMULATING
A SCHEDULE FOR POLAND FOR FY-80 THAT WE HAVE TENTATIVELY
SCHEDULED A SOLO EXHIBITION, SPONSORED BY USDOC, ON FOOD
PROCESSING AND AGRICULTURAL MACHINERY FOR WARSAW IN
NOVEMBER 1979. (AS THERE HAVE BEEN PREVIOUS COMMUNICA-
TIONS ON THIS SUBJECT, WE DO NOT UNDERSTAND WHY THIS
EXHIBITION WAS NOT INCLUDED IN THE EVENTS PROPOSED IN
REFTEL). DUE TO THE EXTENSIVE PREPARATIONS REQUIRED
FOR THIS SOLO, AND BECAUSE WE PLAN TO SPONSOR A TSS ON
CONTAINERIZATION IN SEPTEMBER 1979, WE COULD NOT HOST

A TSS IN FY-80 UNTIL DECEMBER AT THE EARLIEST.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 23 jun 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978WARSAW05341
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780263-1136
Format: TEL
From: WARSAW
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780624/aaaaaujz.tel
Line Count: 119
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 713e1782-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2220445
Secure: OPEN
Status: NATIVE
Subject: TRADE PROMOTION EVENTS FOR FY-80
TAGS: BEXP, PL
To: COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/713e1782-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014